

EXHIBIT 13 TO
STATEMENT OF FACTS

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE AS FIRST CLASS MAIL IN AN ENVELOPE ADDRESSED TO THE COMMISSIONER FOR TRADEMARKS, 2900 CRYSTAL DRIVE, ARLINGTON, VA 22202-3514 ON THE DATE INDICATED BELOW

By Leah Meeet-Scott

DATE: 9/24/04

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

SEXY HAIR CONCEPTS, LLC,)
)
)
)
 Opposer,)
)
)
 v.) Opposition No. 125,739
)
)
 V SECRET CATALOGUE, INC.,) (SO SEXY)
)
)
 Applicant.)

TTAB

**NOTICE OF RELIANCE ON APPLICANT'S RESPONSES
TO OPPOSER'S REQUESTS FOR ADMISSIONS**

Honorable Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3514

Dear Commissioner:

Pursuant to T.B.M.P. §§704.01 and 37 C.F.R. §2.120(j), Opposer hereby gives notice that it intends to rely on the answers, as supplemented, provided by Applicant in response to requests 50 and 51 of Opposer's Fifth Requests for Admissions. Exhibit A attached hereto contains the referenced requests and responses.

Respectfully submitted,

Dated: 9/24/04

By:

Roberta Jacobs-Meadway
Jay K. Meadway
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ATTORNEYS FOR OPPOSER

File No. 892492
PHL-A #1923736 v1

09-27-2004

U.S. Patent & TMOfc/TM Mail Recd Dt. #74

CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the attached Notice of Reliance on Applicant's Responses To Opposer's Requests For Admissions filed with U.S. Trademark Trial and Appeal Board was served on counsel for the Applicant on the date listed below via overnight mail delivery:

Frank J. Colucci, Esquire
Colucci & Umans
Manhattan Tower
101 East 52nd Street
New York, NY 10022

Dated: 9-24, 2004

Matthew Meeet-Scott

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----x
SEXY HAIR CONCEPTS, LLC, :
Opposer, : Opposition
v. : No. 125,739
V SECRET CATALOGUE, INC, : (SO SEXY)
Applicant. :
-----x

FEB 17 2008

**APPLICANT'S RESPONSES TO OPPOSER'S
FIFTH REQUEST FOR ADMISSIONS**

Applicant, V Secret Catalogue, Inc., by its attorneys, hereby responds to opposer, Sexy Hair Concepts, LLC's, Fifth Request for Admissions, as follows:

General Objections

Applicant repeats and incorporates by reference its previous objections to Opposer's First, Second and Third and Fourth Requests for Admission, as if herein again set forth in detail.

Applicant notes that Opposer's Fifth Request for Admissions were incorrectly numbered. Hence, its Fifth Request for Admissions should have been numbered 50 through 51, and Applicant has re-numbered them accordingly.

Responses

50. Applicant admits that the documents attached and marked as "IBC 0682-0787" are true and correct copies of documents produced by Applicant in response to Opposer's Request for Documents, and is a marketing report on the market for hair care products.

Deny the mischaracterization of documents IBC 0682-0787 as a "marketing report". Applicant produced documents bearing Bates No. IBC 0682-0787 in response to Opposer's Production Request No. 67, which requested "All Klein data purchased by Applicant which refers or relates to hair care products and hair care product market".

51. Applicant admits that the documents attached and marked as "IBC 0788-IBC 0942" are true and accurate copies of documents produced by Applicant in response to Opposer's Request for documents, and are sales reports for Applicant's hair products and test market reports.

Admit.

Dated: New York, New York
February 11, 2004

COLUCCI & UMANS

By Frank J. Colucci
Frank J. Colucci
Attorneys for Applicant
Manhattan Tower
101 East 52nd Street,
New York, New York 10022
(212) 935-5700

CERTIFICATE OF SERVICE

It is hereby certified that a copy of the foregoing "Applicant's Responses To Opposer's Fifth Request For Admissions" has been forwarded via First Class Mail, postage prepaid, to Opposer's Attorney, Roberta Jacobs-Meadway of Ballard Spar Andrews & Ingersoll, LLP at 1735 Market Street, 51st Floor, Philadelphia, Pennsylvania 19103-7599 this 11th day of February, 2004.



Andrea Pelaez

Hair Results:
November Week 1

Store #	Store Name	District	Region	MSA	Test	Diary Type	Store 2002 Annual \$	Store \$	Store Units	Hair \$	Hair \$%	Hair Units	Hair Unit %
Total							\$85,029,107	\$1,454,043	132,333	\$29,710	2.1%	54	3.8%
							\$924,229	\$15,805	1,438				
517	Silver City	102	100	Boston-Worce	\$8.50	RECOLOR	\$757,699	\$14,797	1,283	\$450	3.0%	84	6.7%
491	Rockingham Park	102	100	Boston-Worce	\$8.50	RECOLOR	\$1,071,748	\$17,242	1,412	\$205	1.2%	38	2.7%
1100	1981 Broadway	104	100	New York-No.	\$7.00	DAVID COLLINS	\$1,237,505	\$18,005	1,704	\$234	1.3%	41	2.4%
181	Sangerstown	105	100	Syracuse, NY	\$7.00	FRAGRANCE ROOM	\$619,621	\$10,556	1,000	\$442	4.2%	78	7.8%
1162	Carousel	105	100	Syracuse, NY	\$7.00	DAVID COLLINS	\$555,736	\$8,563	757	\$159	1.9%	26	3.4%
798	Palisades	106	100	New York-No.	\$7.00	NEW STORE DESIGN	\$1,269,586	\$20,036	1,950	\$563	2.8%	109	5.6%
604	The Westchester	106	100	New York-No.	\$7.00	PERFUMERY	\$586,074	\$9,457	876	\$175	1.9%	28	3.2%
511	Nanuet	106	100	New York-No.	\$7.00	FRAGRANCE ROOM	\$530,482	\$8,736	796	\$170	1.9%	34	4.3%
1235	Galleria	106	100	New York-No.	\$7.00	DAVID COLLINS	\$641,719	\$9,292	806	\$111	1.2%	21	2.6%
890	Newport Centre	108	100	New York-No.	\$7.00	SILVER STORE	\$1,439,037	\$29,693	3,041	\$368	1.2%	62	2.0%
19	Riverside Square	108	100	New York-No.	\$7.00	FRAGRANCE ROOM	\$398,613	\$5,898	625	\$218	3.7%	43	6.9%
1171	Garden State	108	100	New York-No.	\$7.00	DAVID COLLINS	\$886,281	\$14,854	1,226	\$187	1.3%	31	2.5%
258	Deptford	109	100	Philadelphia	\$7.00	DAVID COLLINS	\$1,054,618	\$17,852	1,462	\$226	1.3%	34	2.3%
1178	Cherry Hill	109	100	Philadelphia	\$7.00	DAVID COLLINS	\$642,969	\$9,396	776	\$155	1.7%	23	3.0%
289	Echelon	109	100	Philadelphia	\$7.00	PERFUMERY	\$429,128	\$6,522	572	\$101	1.6%	15	2.6%
456	Christiana	110	100	Philadelphia	\$8.50	DAVID COLLINS	\$1,562,194	\$30,313	2,608	\$541	1.8%	86	3.3%
591	Anapolis	110	100	Washington-B	\$8.50	PERFUMERY	\$1,050,161	\$13,550	1,261	\$399	2.9%	68	5.4%
172	Marley Station	110	100	Washington-B	\$8.50	FRAGRANCE ROOM	\$713,464	\$12,777	1,172	\$142	1.1%	24	2.0%
1118	Columbia	110	100	Washington-B	\$8.50	DAVID COLLINS	\$893,529	\$12,113	1,046	\$133	1.1%	22	2.1%
497	TowsonTown	110	100	Washington-B	\$8.50	DAVID COLLINS	\$10,19,236	\$17,315	1,614	\$102	0.6%	18	1.1%
1300	Easton Town Center	201	200	Columbus, OH	\$7.00	DAVID COLLINS	\$890,867	\$19,552	1,630	\$407	2.1%	73	4.5%
506	Chapel Hill	202	200	Cleveland-AK	\$7.00	RECOLOR	\$376,240	\$15,758	1,489	\$580	3.7%	102	6.9%
224	Great Northern	202	200	Cleveland-AK	\$7.00	DAVID COLLINS	\$215,789	\$14,260	1,290	\$555	3.9%	93	7.2%
562	Great Lakes	202	200	Cleveland-AK	\$7.00	RECOLOR	\$45,589	\$14,654	1,343	\$374	2.6%	62	4.6%
1174	Beachwood Place	202	200	Cleveland-AK	\$7.00	DAVID COLLINS	\$665,485	\$7,517	689	\$342	4.5%	57	8.3%
193	Eastwood	203	200	Cleveland-AK	\$7.00	PERFUMERY	\$785,430	\$13,643	1,352	\$434	3.2%	82	6.1%
707	Somerset	204	200	\$8.50	DAVID COLLINS	\$840,627	\$26,870	2,285	\$758	2.8%	124	5.4%	
698	Westland	204	200	Detroit-Ann	\$8.50	PERFUMERY	\$663,557	\$15,535	1,449	\$290	1.9%	47	3.2%
57	Fairlane Town	204	200	Detroit-Ann	\$8.50	PERFUMERY	\$1,362,321	\$18,851	1,916	\$160	0.8%	26	1.4%
672	Southland	204	200	Detroit-Ann	\$8.50	PERFUMERY	\$1,028,434	\$15,321	1,437	\$159	1.0%	29	2.0%
513	Mall St. Matthews	206	200	Louisville,	\$8.50	RECOLOR	\$1,112,962	\$20,438	1,744	\$577	2.8%	99	5.7%
1067	Jefferson	206	200	Louisville,	\$8.50	SILVER STORE	\$91,386	\$17,859	1,575	\$282	1.6%	47	3.0%
788	Mall Of America	207	200	Minneapolis-	\$7.00	NEW STORE DESIGN	\$99,567	\$14,701	1,214	\$425	2.9%	62	5.1%

Hair Results:

				PER MEMBER WEEKLY		
539	Mall Of America	207	200	Minneapolis- Minneapolis- Minneapolis- Minneapolis- Minneapolis- Chicago-Gary	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$15,790 \$14,118 \$9,668 \$755,886 \$534,672
161	Rosedale	207	200	Minneapolis- Minneapolis- Minneapolis- Minneapolis- Minneapolis- Chicago-Gary	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$17,917 1.865
171	Ridgegate	207	200	Minneapolis- Minneapolis- Minneapolis- Minneapolis- Minneapolis- Chicago-Gary	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$207 2.1% \$180 2.4% \$176 1.2% \$437 2.4% \$19,490 1.735
1230	Southdale	207	200	Minneapolis- Minneapolis- Minneapolis- Minneapolis- Minneapolis- Chicago-Gary	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$15,790 1.305
223	Maplewood	207	200	Minneapolis- Minneapolis- Minneapolis- Minneapolis- Minneapolis- Chicago-Gary	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
282	Ford City	210	200	Minneapolis- Minneapolis- Minneapolis- Minneapolis- Minneapolis- Chicago-Gary	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
476	Southlake	210	200	Minneapolis- Minneapolis- Minneapolis- Minneapolis- Minneapolis- Chicago-Gary	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
1043	Arbor Place	302	300	Atlanta, GA- Atlanta, GA- Atlanta, GA- Atlanta, GA- Atlanta, GA- Atlanta, GA- Orlando, FL	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
876	Mall Of Georgia	302	300	Atlanta, GA- Atlanta, GA- Atlanta, GA- Atlanta, GA- Atlanta, GA- Atlanta, GA- Orlando, FL	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
1199	TC At Cobb	302	300	Atlanta, GA- Atlanta, GA- Atlanta, GA- Atlanta, GA- Atlanta, GA- Atlanta, GA- Orlando, FL	\$7.00 \$7.00 \$7.00 \$7.00 \$7.00 \$7.00 \$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
1149	Cumberland	302	300	Atlanta, GA- Seminole T.C. Fashion Sq	\$7.00 \$7.00 \$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
640	Seminole T.C.	304	300	Orlando, FL	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
385	Fashion Sq	304	300	Orlando, FL	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
1302	Mall @ Millenia	304	300	Orlando, FL	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
724	West Oaks	304	300	Tampa-St. Pe	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
1038	Citrus Park	305	300	Tampa-St. Pe	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
885	Tyrene	305	300	Tampa-St. Pe	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
1219	International Plaza	305	300	Tampa-St. Pe	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
235	Chesterfield	308	300	Richmond-Pet	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
543	Virginia	308	300	Richmond-Pet	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
862	Hanes	309	300	Greensboro-W	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
887	Four Seasons	309	300	Greensboro-W	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
730	Wolfchase Galleria	401	400	Memphis, TN- Tupelo, MS-A	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
1079	Barnes Crossing	401	400	Jackson, MS- Memphis, TN- Memphis, TN- Memphis, TN- Baton Rouge,	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
131	Northpark	401	400	Memphis, TN- Hickory Ridge	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
52	Oak Court	401	400	Oak Court	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
837	Mall Of Louisiana	404	400	West Oaks	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
552	Collin Creek	405	400	Dallas-Fort	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
162	Galleria	405	400	Dallas-Fort	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
1221	Shops At Willowbend	405	400	Houston-Galv	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
711	First Colony	407	400	Houston-Galv	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
46	Willowbrook	407	400	Houston-Galv	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
639	Village Arcade	407	400	Houston-Galv	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
378	West Oaks	407	400	Houston-Galv	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
36	Deerbrook	407	400	Houston-Galv	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
414	Plaza Camino	502	500	San Diego, C	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
72	Mission Valley	502	500	San Diego, C	\$7.00	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
508	Galleria At Tyler	503	500	Los Angeles- Los Angeles- Los Angeles- Los Angeles-	\$8.50 \$8.50 \$8.50 \$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
637	Palm Desert Town	503	500	Los Angeles- Los Angeles- Los Angeles- Los Angeles-	\$8.50 \$8.50 \$8.50 \$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
547	Moreno Valley	503	500	Los Angeles- Topanga	\$8.50 \$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305
215	Topanga	505	500	David Collins	\$8.50	\$376 2.4% \$297 2.1% \$207 2.1% \$180 2.4% \$176 1.2% \$214 1.1% \$376 1.305

Hair Results:

So Sexy Hair: April Week 2**I. Results:****Test 1: \$7 or 2/\$12**

38 stores: Eastern and 1981 Broadway excluded from "averages"

Total Shop Results			
	Sales \$	RIMU \$	ADS
Total Shop	-0.3%	-1.4%	-2.4%
Garden	-16.0%	-15.3%	
Prestige	-2.2%	-1.7%	
Color	-5.2%	-5.1%	
Average Store Sales	Sales \$	Units	\$ % to shop
Total HAIR	\$ 1084	177	9.1%
			13%

Total Shop Results			
	Sales \$	RIMU \$	ADS
SHAMPOO	\$ 374	61	34%
CONDITIONER	\$ 341	56	31%
STYLING AIDS	\$ 325	52	30%
TRIAL SIZE	\$ 45	7	4%
Shampoos / Conditioners			
Hydrating	\$ 343	56	53%
Normal	\$ 156	25	23%
Clarifying	\$ 53	9	8%
Volumizing	\$ 163	27	24%
Styling Aids			
Spray	\$ 105	17	32%
Balm	\$ 59	10	18%
Curl	\$ 57	9	18%
Mouse	\$ 71	12	22%
Gel	\$ 33	5	10%
Average Store Sales	Sales \$	Units	\$ % to shop
Total HAIR	\$ 1084	177	9.1%
			13%

Test 2: \$8.50 or 2/\$15

30 stores

Total Shop Results			
	Sales \$	RIMU \$	ADS
Total Shop	2.6%	2.4%	-1.0%
Garden	-11.3%	-0.8%	
Prestige	2.5%	2.9%	
Color	-2.9%	-2.1%	
Average Store Sales			
Total HAIR	\$ 945	126	7.6%
			9%

Total Shop Results			
	Sales \$	RIMU \$	ADS
SHAMPOO	\$ 326	43	34%
CONDITIONER	\$ 299	39	32%
STYLING AIDS	\$ 261	34	28%
TRIAL SIZE	\$ 60	10	6%
Shampoos / Conditioners			
Hydrating	\$ 286	38	51%
Normal	\$ 137	18	25%
Clarifying	\$ 53	7	10%
Volumizing	\$ 148	20	27%
Styling Aids			
Spray	\$ 86	11	33%
Balm	\$ 48	6	18%
Curl	\$ 43	6	17%
Mouse	\$ 62	8	24%
Gel	\$ 22	3	9%

II. Conclusions:

- * Hair appears to have had a successful launch week, although it is soon to draw conclusions.
- * The Total Shop test stores were flat (in test 1) and +2.6% (in test 2) versus the balance of company.
- * The lower priced test (\$7 or 2/\$12) generated 14% more hair dollar sales and 40% more hair unit sales vs. the higher priced test (\$8.50/2 for \$15).
- * Garden was hit most dramatically in the test stores. While Garden was almost 48% of shop in BOC, in the test stores it was 37-38%.
- (Garden was featured in the windows for the "Garden Gifts" floorset in BOC, while for the test, Hair was in the windows.)
- * #1 SKU (dollar sales) - \$7.00 Nourishing Conditioner; #2 -- \$7.00 Hairspray

III. Next Steps:

1. Continue to analyze the results of the test through September week 4 2003 for detailed learnings
2. Evaluate the option and details of rolling the line out for December week 5 2003
3. Investigate introducing the \$6.00 trial set in all 90 stores of the test

Sexy Hair April Week 3

Test 1
\$7 or 2/\$12
 58 stores: Easton and 1981 Broadway excluded from "average"

Total Shop Results					
	Sales \$	RIMU \$	ADS	TRX	Unit %
Total Shop	\$ 537	90	4%	4.7%	6%
Garden		5.9%			
Prestige		-0.9%			
Color		4.2%	4.1%		
		6.1%	6.5%		

Total Shop Results					
	Sales \$	Units	\$ %	Unit %	Unit %
Total HAIR	\$ 537	90	4%	4%	6%
SHAMPOO	\$ 187	32	35%	35%	35%
CONDITIONER	\$ 171	29	32%	32%	32%
STYLING AIDS	\$ 158	26	29%	29%	29%
TRIAL SIZE	\$ 21	4	4%	4%	4%
Shampoos / Conditioners					
Hydrating	\$ 177	30	49%	49%	51%
Normal	\$ 75	13	21%	21%	16%
Clarifying	\$ 26	4	7%	7%	8%
Volumizing	\$ 81	14	22%	23%	25%
Styling Aids					
Spray	\$ 56	9	36%	36%	35%
Balm	\$ 24	4	15%	15%	19%
Curl	\$ 29	5	18%	18%	15%
Mouse	\$ 34	6	22%	22%	24%
Gel	\$ 14	2	9%	9%	7%

Observations

While it is still too soon to judge incrementality, the Test 1 stores had a good week.

The test stores offering hair at \$7 or 2/\$12 had a successful week. They were up almost 7% versus BOC.

The lower priced test at \$7 or 2/\$12 generated 14% higher Hair \$ sales, off of 40% more units. The Hair margin \$ were up 4.2% in the \$7 test. Garden was hit most dramatically in the test stores. In Test 1, Prestige and Color were up, but Garden was down (1%).

And in Test 2: Garden was down almost (5%). The Hair dollars brought total shop flat with BOC. The penetrations within the classes and forms appears consistent regardless of price. Hair was 4% of shop in Easton and the Broadway store.

Test 2
\$8.50 or 2/\$15
 30 stores

Total Shop Results					
	Sales \$	RIMU \$	ADS	TRX	Unit %
Total Shop	\$ 454	62	3%	3%	4%
Garden		0.2%	-0.2%	-0.1%	0.3%
Prestige		-4.6%	-4.5%		
Color		-2.9%	-3.3%		
		-1.2%	-0.8%		

Total Shop Results					
	Sales \$	RIMU \$	ADS	TRX	Unit %
Total HAIR	\$ 454	62	3%	3%	4%
SHAMPOO	\$ 155	21	34%	34%	
CONDITIONER	\$ 138	19	30%	30%	
STYLING AIDS	\$ 130	17	29%	28%	
TRIAL SIZE	\$ 30	5	7%	8%	
Shampoos / Conditioners					
Hydrating	\$ 149	20	51%	51%	
Normal	\$ 48	6	16%	16%	
Clarifying	\$ 24	3	8%	8%	
Volumizing	\$ 73	10	25%	25%	
Styling Aids					
Spray	\$ 45	6	35%	35%	
Balm	\$ 25	3	19%	19%	
Curl	\$ 19	3	15%	15%	
Mouse	\$ 31	4	24%	24%	
Gel	\$ 9	1	7%	7%	

Sexy Hair May Week 1

Test 1
\$7 or 2/\$12
58 stores: Easton and 1981 Broadway excluded from "average"

Total Shop Results					
	Sales \$	RIMU \$	ADS	TRX	
Total Shop	2.5%	2.4%	0.6%	1.9%	
Garden	2.2%	2.5%			
Prestige	1.3%	1.2%			
Color	1.2%	1.7%			

Test 2
\$8.50 or 2/\$15
30 stores

Total Shop Results					
	Sales \$	RIMU \$	ADS	TRX	
Total Shop	3.5%	3.7%			
Garden	8.9%	9.4%			
Prestige	-1.0%	-1.0%			
Color	0.3%	0.6%			

Average Store Sales	Sales \$	Units	\$ %	Unit %
Total HAIR	\$ 394	66	1.6%	3%
SHAMPOO	\$ 125	21	32%	32%
CONDITIONER	\$ 121	20	31%	31%
STYLING AIDS	\$ 109	18	28%	27%
TRIAL SIZE	\$ 39	7	10%	10%
Shampoos / Conditioners				
Hydrating	\$ 116	19	47%	47%
Normal	\$ 57	9	23%	23%
Clarifying	\$ 17	3	7%	7%
Volumizing	\$ 57	10	23%	23%
Styling Aids				
Spray	\$ 40	7	37%	37%
Balm	\$ 16	3	15%	15%
Curl	\$ 19	3	17%	17%
Mouse	\$ 25	4	23%	23%
Gel	\$ 9	1	8%	8%

Average Store Sales	Sales \$	Units	\$ %	Unit %
Total HAIR	\$ 399	56	1.6%	2%
SHAMPOO	\$ 121	16	30%	29%
CONDITIONER	\$ 116	16	29%	28%
STYLING AIDS	\$ 94	13	24%	22%
TRIAL SIZE	\$ 68	12	17%	21%
Shampoos / Conditioners				
Hydrating	\$ 121	16	51%	51%
Normal	\$ 47	6	20%	20%
Clarifying	\$ 17	2	7%	7%
Volumizing	\$ 51	7	22%	22%
Styling Aids				
Spray	\$ 37	5	40%	40%
Balm	\$ 16	2	17%	17%
Curl	\$ 17	2	18%	18%
Mouse	\$ 16	2	17%	17%
Gel	\$ 8	1	8%	8%

Hair Performance versus Plan

May Week 1	Actual	Var %
\$53,772	\$35,143	-35%
\$595,131	\$211,243	-47%

Observations

Both of the test cells were up a few points to BOC last week. However, the lift does not appear to have come from Hair. Hair dropped to 1.6% shop penetration last week. This may be a result of Mother's Day gift purchasing rather than self-purchasing.

Hair \$ sales per average store were almost equal in the two test cells last week. This is the same result as last week.

The lower priced test at \$7 or 2/\$12 was basically flat in Hair \$ sales, off of 17% more units. The Hair margin \$ were down (8%) in the \$7 test. The trial size sales in the \$8.50 or 2/\$15 stores was driven by 4 stores with very high sales of \$238, \$180, \$153, and \$150. Hair was 5% of shop in Easton and 2% of shop in the Broadway store.